

2010 Census Complete Count Awareness Campaign

U S C E N S U S B U R E A U

Federal Programs that Rely on Census Data

Employment & Training

Programs for Veterans

Health Services

Temporary Assistance to
Needy Families

Vocational Education

Federal Aid to Highways

Head Start

Housing and Community
Development

Nutrition for the Elderly

Law Enforcement
Assistance

Energy Research and
Development

U S C E N S U S B U R E A U

The 2010 Census is our Future

- ❖ The 2010 Census will affect our area for 10 years and beyond
- ❖ \$300 billion per year are distributed based on census numbers
- ❖ Highways, hospitals, schools, public transportation, health programs, local services, and business development all depend on a successful 2010 Census
- ❖ Numbers at the local, state, tribal, and federal level represent POWER!

The 2010 Census is Underway!

- Census activities for 2010 have started
- There are big changes in the way the census will be done
 - American Community Survey is happening now
 - Short-form only in 2010 -10 questions
 - More use of automation in field operations
- As in Census 2000, partnership is the key to success in all phases of the census

What is a Complete Count Committee?

A Complete Count Committee is a team of community leaders appointed to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

Why Form a Complete Count Committee?

To make everyone in the community aware of the 2010 Census (**educate**).

To **motivate** the community to participate by filling out their 2010 Census questionnaire and mailing it back.

To **utilize local knowledge**, expertise, and influence to design and implement a census awareness campaign targeted to the community.

The Time to Start is Now!

- Census Day is April 1, 2010.
- Now is the time to plan.
- One of the concerns expressed by our Census 2000 partners was that there was not enough lead time to fully prepare for promotion efforts
- We want to use the communication networks that you have already developed to get the 2010 Census message out

Timeline of Census Activities

Surveys mailed Feb-March 2010

April 1, 2010 Census Day

Non-response follow up

Deliver Population Counts to
President (Dec. 31, 2010)

Community Challenge Areas for 2010

- Areas of new immigration/language barriers
- High growth areas
- Low Census 2000 Mail Response Rate.

Next Steps for Census

- Partnership Outreach
 - Staff and activities designed to:
 - Educate residents about the need and importance of the census
 - Encourage participation through self-response
 - Encourage cooperation with census operations
 - Build and nurture partnerships with tribal governments, CCCs, local governments, community, education, faith-based, media, and business organizations

Barriers Affecting an Accurate 2010 Census Count

Deliberate avoidance

Fear of government

Concerns regarding confidentiality

Irregular housing

Complex and fluid households

Language barriers

New immigrants

Planned Census Promotion and Outreach Activities

Direct Mail Components

Paid Advertising Campaign

Census in Schools Program

Faith-Based Initiative

Questionnaire Assistance Centers

Complete Count Committees

Recruit Local Workers

Local and National Partnerships

2010 Census Promotion & Complete Count Committees



Keep in Touch

Laurie Patton Glasson

417-894-5396 or

U. S. Census Bureau

Regional Census Center

Kansas City, MO 64116

816-994-2045

Recruiting Toll Free Phone: 1-888-861-2010

www.census.gov